



## PRESS RELEASE

### **PYLOTE & COSMOGEN SIGN AN INDUSTRIAL & COMMERCIAL AGREEMENT TO OFFER UNIQUE INNOVATIVE COSMETIC ACCESSORIES SOLUTIONS**

**Toulouse, June 21, 2018** - PYLOTE, the new player in the green industrial mineral and ceramic chemistry, and COSMOGEN, an European leader in the development and supply of cosmetic packaging, brushes and applicators, announced the signature of an industrial and commercial agreement to provide innovative, safe and green accessories for cosmetic brands & their consumers.

This innovative new offer is based on the unique, green, powerful and regulatory compliant Pylote's innovative antimicrobial technology. Obtained by in-house green manufacturing process, mineral ceramic microspheres are directly integrated into various cosmetic accessories, like foams or synthetic brushes, without any change of the existing manufacturing process.

The added value of the PYLOTE technology allows:

- To maintain cleanliness during use,
- To enhance consumers' perception for greener accessories,
- To make a market differentiation by answering requests for more hygienic and safer accessories to the consumers.

Following successful PYLOTE's complete industrial evaluation & products benefits validation, COSMOGEN and PYLOTE will offer this new combined solution to cosmetic brands and their consumers. PYLOTE has conducted the successful tests that have demonstrated the effectiveness of this innovation made in France in its role of protection. Since 2016, this innovation has been repeatedly and internationally awarded-winning (Pharmapack Award, CPhI Pharma Award, the Oscar of packaging, Trophy of CSR Solutions) and the PYLOTE technology is in compliance with the FDA, cosmetic, pharmaceutical, food, international regulations and COSMOS approved.

Both companies will now provide a complete, reliable and added-value offer to the cosmetic brands that are today facing the gradual removal of preservatives, and the consumer demand for hygienic, healthy, safe and environmentally friendly products; a true CSR approach to serve their image.

*"I'm extremely pleased to penetrate this cosmetic market alongside Cosmogen and to offer our respective customers a truly new innovative offer. The combination of our expertise with that of COSMOGEN is a leap forward in providing solutions today fully operational, responsible and safe, with an immediate impact of security and comfort for consumers. For PYLOTE, this first industrial and commercial agreement illustrates our new strategy to provide our made in France green innovative technology around the world through a new*

*internal commercial program called "Boost 2021" aimed at significantly increasing of our sales on the next three years."* said Loïc Marchin, CEO of PYLOTE.

*"This partnership with PYLOTE meets a triple objective for consumers, who are calling for ecological, hygienic and safe products for their health. It has become the major concern of international cosmetics brands, also face regulation. Our mission is to provide a true innovative response, but also realistic industrially, reliable and with a added-value contribution"* said Renaud Van Den Berg, CEO of COSMOGEN.

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**ABOUT PYLOTE** - Founded in 2009 and based in Toulouse (France), Pylote is committed to green industrial mineral and ceramic chemistry. Pylote conceives and products innovative unique green mineral microspheres that can be integrated into numerous consumers' products, through an exclusive in-house manufacturing process. Pylote's industrial innovative technologies have a major competitive advantage as they make the end products smarter, by giving new and specific attributes to materials, with no change to the existing manufacturing process. Through a complete industrial offer and a licensed commercial model, Pylote brings added value to its clients, who are present in pharmaceutical, cosmetic, food or industrial markets, by proposing end consumers with greener, cleaner and safer products. For more information about Pylote [www.pylote.com](http://www.pylote.com)

**ABOUT COSMOGEN** - Since 1982, COSMOGEN offers cosmetics brands brushes, cosmetic accessories and packaging that are dedicated to care and makeup application, in 4 specific worlds: COSMO°CARE, COSMO°COLOR, COSMO°HAIR & COSMO°FRAGRANCE. Then, its marketing and R&D teams continue to monitor the markets, trends and consumption habits to develop the packaging, brushes, applicators and gestures that will accompany the performance of tomorrow's cosmetics. In nearly 35 years, the company has taken a leading position in designing innovative and technological cosmetics tools and instruments, aimed to enhance effectiveness of formulas and get professional results. For more information about Cosmogen [www.cosmogen.fr](http://www.cosmogen.fr)

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